

# Wayfinding

## Examples From Around the Country

### Roadway-Oriented Signage



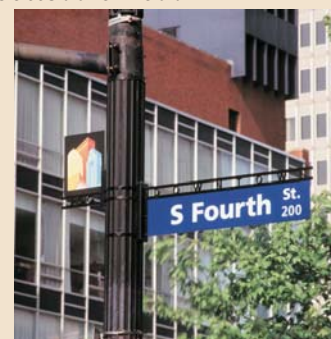
### District Identity Graphics



### Pedestrian-Scaled Signage



### Sculptural Elements on Scottsdale Road



### Inspiration from indigenous designs



### Wayfinding inspired by native plants



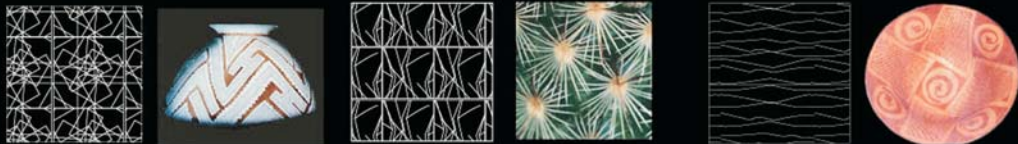
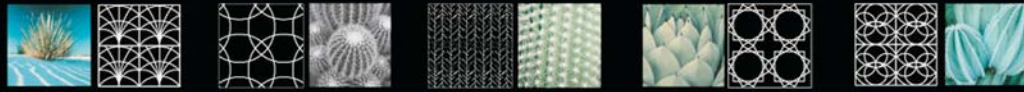
### Wayfinding integrated in pavement and walls



# Environmental Graphics

## Patterns

### PATTERNS



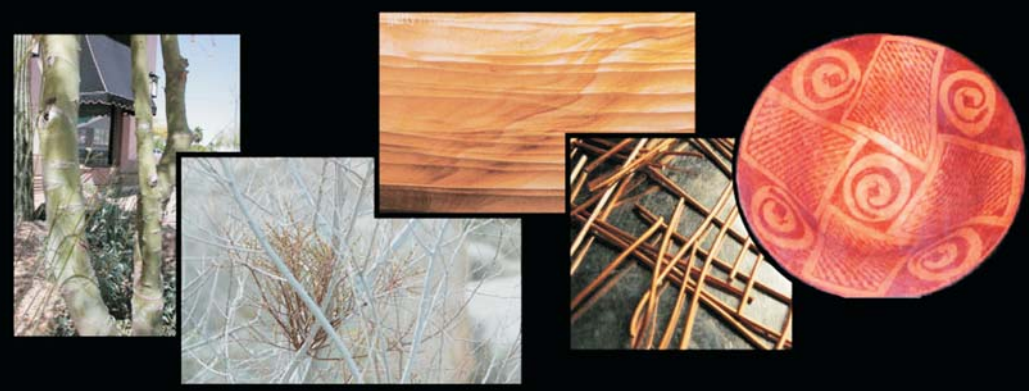


# Environmental Graphics

South Segment Color Palette & Typography

Scottsdale Road Streetscape and Design Guidelines

## PRIMARY COLORS



## ACCENT COLORS



FONT: ITC SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
0123456789



In association with:  
Buster Simpson  
Bob Adams  
Selbert Perkins  
Design Collaborative  
February • 2006

# Environmental Graphics

Information Freestanding ID Concept

Scottsdale Road Streetscape and Design Guidelines



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PLAN VIEW



ELEVATION



Colors and materials are still being considered / Lighting is proposed for night time visibility

# Environmental Graphics

## Street & Mile Marker

### STREET & MILE MARKER

#### Plan View



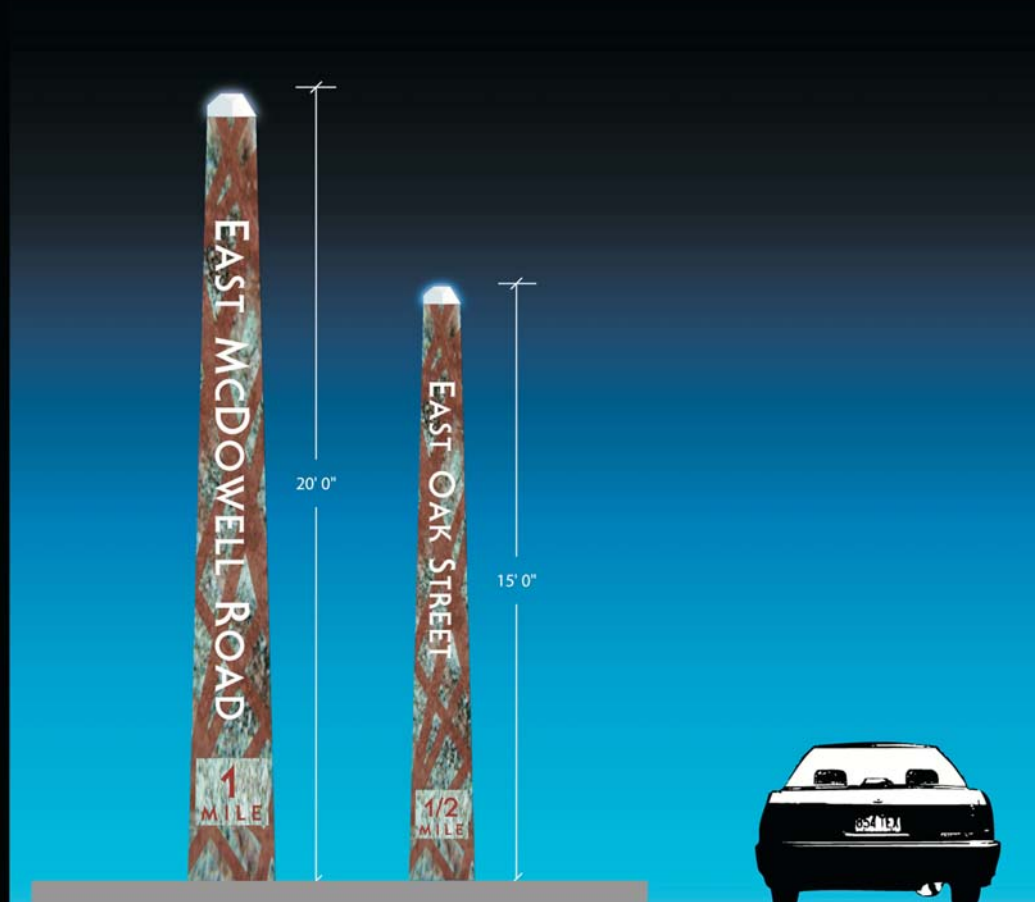
cut shape 1



cut shape 2



cut shape 3



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# Environmental Graphics

## Street & Mile Marker Photo Rendering

Scottsdale Road Streetscape and Design Guidelines



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# Environmental Graphics

## Tenant Signs



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# Environmental Graphics

Vehicular Directions

Scottsdale Road Streetscape and Design Guidelines

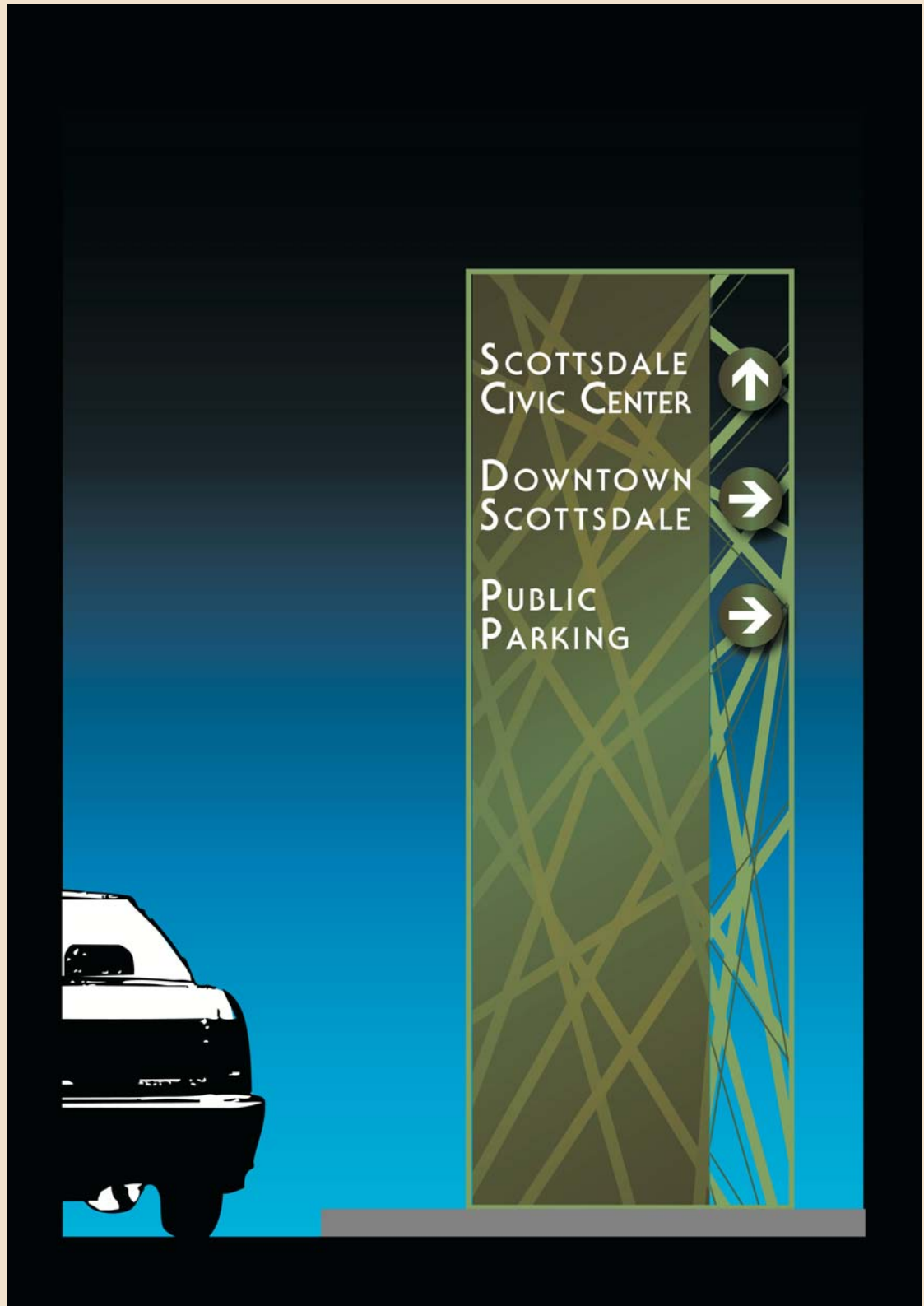


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